brochures, CD ROMs, inviting of media personalities under the hospitality programme, web marketing organising of workshops and seminars, special efforts have been made to organize road shows. Last year a high level delegation led by Minister of Civil Aviation and some State Ministers of Tourism conducted an India Tourism Road Show in the region. Later this year, another high level delegation proposes to visit the region to maximize tourist inflows.

Promotion of tourism in Kashmir

1007. PROF. SAIF-UD-DIN SOZ: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government are considering to devise a scheme to promote tourism in Kashmir; and

(b) if so, whether Government are also considering to bring places of pilgrimage into the fold of such a scheme?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) and (b) Yes, Sir.

Media campaign for tourist attraction

1008. SHRI ASHWANI KUMAR: Will the Minister of TOURISM AND CULTURE be pleased to state whether Government are considering to start an effective campaign through electronic and print media with extensive International reach to present India as a major tourist attraction for global/foreign tourists?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): Yes, Sir. For an effective publicity of India's tourist attractions and to attract global tourists to India an international print and electronic media campaign is being launched during the current financial year.

Changing course of river Subamarekha in Orissa

1009. SHRI B.J. PANDA:
MS. PRAMILA BOHIDAR:

Will the Minister of WATER RESOURCES be pleased to state: